

Aldo Ivan Luna

Audiovisual Specialist / E-learning

Audiovisual and e-learning specialist with over 10 years of experience producing educational and commercial content for multiple countries, optimizing processes and managing high-impact multimedia projects for global brands. Highly skilled at integrating creativity, technology, and efficient methodologies to drive measurable results.

Professional experience

2025
-
2023

AUDIOVISUAL SPECIALIST - EDUCATION

Tiendanube - MEXICO / BRAZIL 🇲🇽 🇧🇷

- Development of online courses and multimedia content for Latin America, building a community of 20K+ followers and 1.5K+ enrolled students.
- Collaboration with marketing, education, and product teams to align content with strategic business objectives.



2023
-
2019

SENIOR CONTENT EDITOR

Domestika - ESPAÑA 🇪🇸

- Editing, post-production, and narrative design for 50+ educational courses for global audiences.
- Management of audiovisual content in collaboration with international production teams, increasing delivery efficiency and volume while ensuring consistency in the final product.



2019
-
2017

EDITING AREA MANAGERMANAGER

Sensei Media - MEXICO

- Leadership and operational and creative coordination of a team of 6+ professionals.
- Lead editor on internationally awarded projects within the agency.



2017
-
2013

COMMUNICATION DIVISION DIRECTOR

Captura Visual - PANAMA

- Promoted from Junior Editor to Panama Division Director in under two years.
- End-to-end management of the audiovisual division, coordinating production, editing, and creative teams.
- Development of content strategies and operational scaling for the Panama office.



Nationality



Mexican / CDMX

Contact Details

E-mail

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Web site

www.aldoivanlm.com



Linkedin

Aldo Iván Luna Márquez

Languages

SPANISH 🇪🇸

100%

ENGLISH 🇬🇧

90%

PORTUGUESE 🇧🇷

35%

Demo Reel



Education / Certifications

- 2010 - 2013 | U.D.E.M
Bachelor's Degree in Interactive Media

- Development of online training courses
Certificado de Competencia Laboral en el
Estándar de Competencia - CONOCER



Folio CONOCER: D-0002033025

- Video Communications certification using Adobe Premiere Pro.



Certiport ID= 90030559

- Color Grading course in DaVinci Resolve
- General English Program in Global Village English Center. Calgary, Canadá.

Awards

- Senior Postproducer in digital campaign "Comparte tu Guelaguetza",
First place in Reed Latino Awards.



- Senior Editor in digital campaign "Hoy Despierto", **First place in Washington Academy Napolitan Victory Awards.**



- Senior Editor in digital campaign "Agradecimiento Guelaguetza 2017"
second place in Reed Latino Awards.

Technical Skills & AI Tools



AI Avatars



AI Editing



Video gen



AI for PR



Prompting img gen



Design



Voice cloning



Adobe Podcast



Hotmart admin



Adobe Premiere Pro



DaVinci Resolve



Adobe After Effects



Adobe Photoshop

Professional Skills

Filmmaking

Canon Sony Blackmagic
DJI iPhone

Postproduction

Editing Color grading Motion graphics



Results-oriented



Project management



Continuous learning